AMENDMENT TO THE CLAIMS

1.   (Currently Amended)   A system for ~~creating a sample pool for a web-based survey~~ a client machine operated by a user, the system comprising:

a plurality of host machines for serving an HTML document;

a survey manager machine communicatively linked ~~connected~~ to each of the plurality of host machines, the survey manager configured to execute a sampling process and an invitation process, the sampling process operable to implement a sampling rate and the invitation process configured to receive user profile data and to transmit to the client machine an invitation for the user to participate in a web-based survey upon determining that transmission of the invitation is appropriate based upon the sampling rate and user profile data of the user;

and an executable tag embeddable in the HTML document, and operable to communicate with ~~a process running on~~ the survey manager machine to execute the sampling process and the invitation process ~~create the sample pool~~ when the client machine ~~a user~~ accesses the HTML document.

2.   (Original)   The system claimed in claim 1 wherein each of the host machines and the survey manager machine are connected to a communications network.

3.   (Original)   The system claimed in claim 1 wherein the process running on the survey manager machine further comprises a tag maintenance process operable to generate and maintain the executable tag.

4.   (Original)   The system claimed in claim 1 wherein a process running on each of the host machines is operable to copy the executable tag from the survey manager machine and embed the copied executable tag in the HTML document.

5.   (Original)   The system claimed in claim 1 wherein the process running on the survey manager machine further comprises a sampling process for setting a sampling rate and a user qualification process.

6.   (Original)   The system claimed in claim 5 wherein the process running on the survey manager machine further comprises an invitation process for receiving a user profile and extending an invitation to the user to participate in the sample pool based upon the sampling process and the user profile.

7.   (Original)   The system claimed in claim 1 wherein the process running on the survey manager machine further comprises a survey process for administering a survey to a participating user.

8.   (Currently Amended)   A method for ~~a client machine operated~~ by a user ~~creating a creating a sample pool for a web-based survey~~, the method comprising:

   providing a plurality of host machines for serving an HTML document;

   providing a survey manager machine communicatively linked ~~connected~~ to each of the plurality of host machines, the survey manager configured to execute a sampling process and an invitation process, the sampling process operable to implement a sampling rate and the invitation process configured to receive user profile data and to transmit to the client machine an invitation for the user to participate in a web-based survey upon determining that transmission of the invitation is appropriate based upon the sampling rate and user profile data of the user; and

   providing an executable tag embedded in the HTML document, the executable tag being operable to communicate with a process running on the survey manager machine to execute the sampling process and the invitation process ~~create the sample pool~~ when the client machine ~~a user~~ accesses the HTML document.

9.   (Original)   The method claimed in claim 8 wherein each of the host machines and the survey manager machine are connected to a communications network.

10.   (Original)   The method claimed in claim 8 wherein the process running on the survey manager machine further comprises a tag maintenance process operable to generate and maintain the executable tags.

11.   (Original)   The method claimed in claim 8 wherein a process running on each of the host machines is operable to copy the executable tag from the survey manager machine and embed the copied executable tag in the HTML document.

12.   (Original)   The method claimed in claim 8 wherein the process running on the survey manager machine further comprises a sampling process for setting a sampling rate and a user qualification process.

13.   (Original)   The method claimed in claim 12 wherein the process running on the survey manager machine further comprises an invitation process for receiving a user profile and extending an invitation to the user to participate in the sample pool based upon the sampling process and the user profile.

14.   (Original)   The method claimed in claim 8 wherein the process running on the survey manager machine further comprises a survey process for administering a survey to a participating user.

15.   (Currently Amended)   For a client machine operated by a user, aA computer-readable medium having computer-executable instructions for performing the step comprising:

enabling a survey manager machine communicatively linkedconnected to each of a plurality of host machines serving an HTML document to provide an

executable tag embeddable in the HTML document, , the survey manager configured to execute a sampling process and a invitation process, the sampling process operable to implement a sampling rate and the invitation process configured to receive user profile data and to transmit to the client machine an invitation for the user to participate in a web-based survey upon determining that transmission of the invitation is appropriate based upon the sampling rate and user profile data of the user; the executable tag operable to communicate with ~~a process running on~~ the survey manager machine to execute the sampling process and the invitation process ~~to create a sample pool~~ when the client machine ~~a user~~ accesses the HTML document.

16.   (New) A for a client machine operated by a user, the system comprising:

a plurality of host machines for serving an HTML document;

a survey manager machine communicatively linked to each of the plurality of host machines, the survey manager configured to execute a sampling process and a invitation process, the sampling process operable to implement a sampling rate and the invitation process configured to receive user profile data and user prior use data and to transmit to the client machine an invitation for the user to participate in a web-based survey upon determining that transmission of the invitation is appropriate based upon the sampling rate and user profile data and prior use data of the user;

and an executable tag embeddable in the HTML document, and operable to communicate with a process running on the survey manager machine to execute the sampling process and the invitation process when the client machine accesses the HTML document.

17.   (New) The system of claim 16 wherein the survey manager machine is configured to receive cookie data stored on the client machine as prior use data.

18. (New) The system of claim 16 wherein the survey manager machine is further configured to execute the invitation system to transmit a cookie to the client machine after the invitation for the user is transmitted to the client machine, the cookie containing identification information regarding the user.